



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE: Patent Application Serial No. 09/816,414
FILED: March 23, 2001
INVENTOR(S): George Harry Hoffman
Anthony Frank Menninger
TITLE: SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
USER-SPECIFIC ADVERTISING IN A SUPPLY CHAIN
MANAGEMENT FRAMEWORK
ATTORNEY
DOCKET NO.: 41556/04015 (RSI1P027)

POWER OF ATTORNEY

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